

Ver.1

# *ITmedia* *DX Summit*

Vol.13

Changes in Data Management, Changes in Data Infrastructure

Produced by

**ITmedia**  
**ITmedia Executive**  
(ITmedia Executive)

**ITmedia**  
**ITmedia Enterprise**  
(ITmedia Enterprise)

# ITmedia DX Summit

## Event overview

Name

ITmedia DX Summit Vol.13

Organizer



Date

Aug. 29(Mon.) – Sept. 1(Thu.), 2022

Style

Collective online seminar

How to view

Free registration required

Number of pre-registrants

Estimated 600

Assumed Viewers

Management executive, corporate planning, operation and policy formulation managers of in-house information system, planning staff of corporate information system department, system operation and management staff, System Integrators, etc.

Announcement media

ITmedia Enterprise, ITmedia Executive and their related Information Technology media

Operation

ITmedia seminar operation office

## Past events

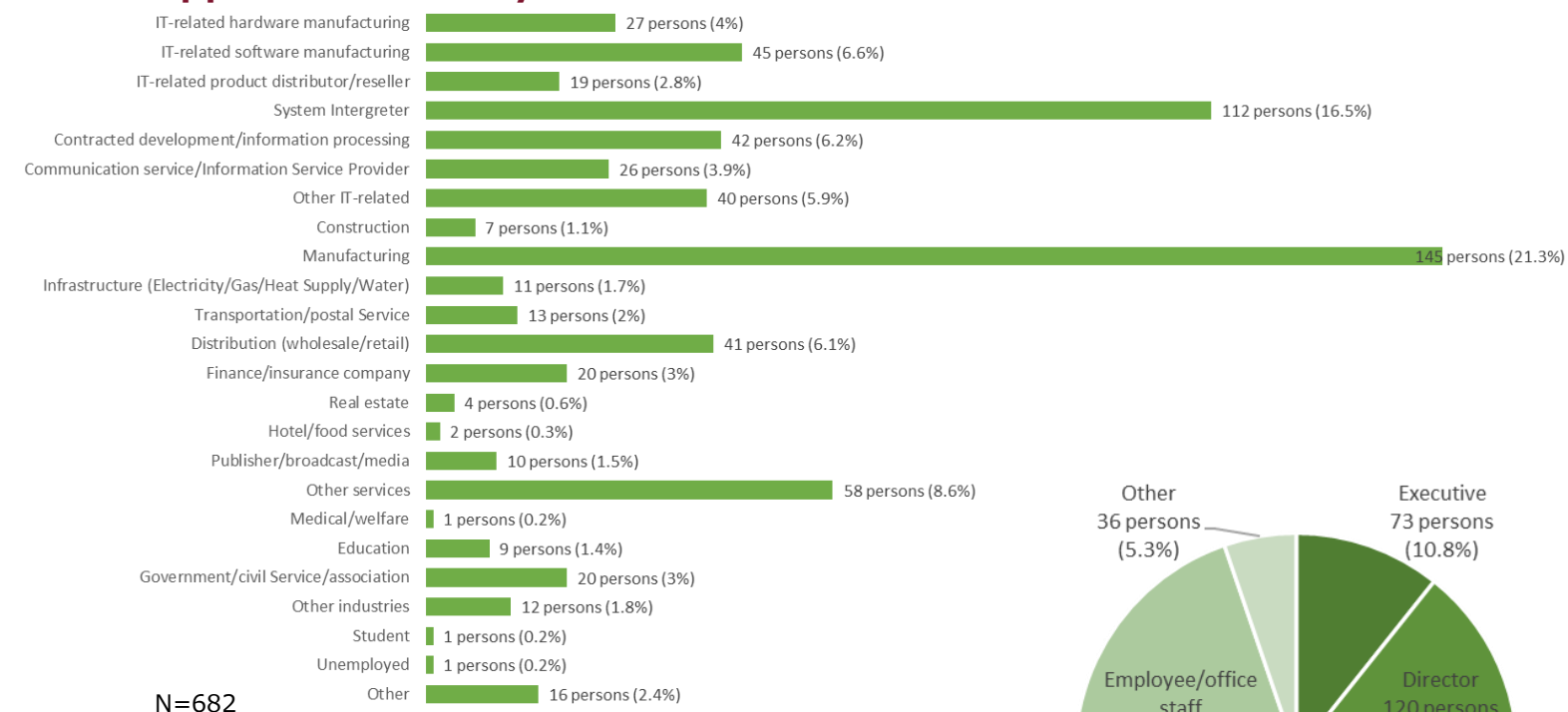
### ITmedia DX Summit Vol.11

“DX that creates business value:

Dynamic corporate transformation and growth strategies based on data utilization”

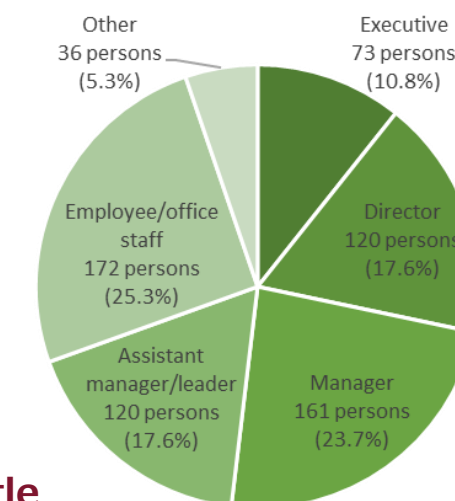
Mar. 15 (Tue.), 2022 - Mar. 17 (Thu.), 2022

#### ● Applicants industry



N=682

#### ● Applicants title



This event may be changed or cancelled without prior notice. We appreciate your understanding in advance. If you have any questions, please contact our sales representatives.

## ITmedia DX Summit

Vol.13

### Changes in Data Management, Changes in Data Infrastructure

Day1

#### Redefining Business with Digital x Data

Japan's materials industry is the last remaining stronghold of the industry, but it has been shaken by decarbonization and soaring raw material prices, and the public and private sectors have begun to work together to address this issue. ZEON Corporation, a chemical manufacturer, is promoting autonomous DX with a dual focus on the sophistication of management through data and the transformation of business itself.

Day2

#### Technologies to Visualize Uncertain Times and Predict the Future Exploring the Possibilities of Integrated Decision- Making

In order to seek certainty in the era of increasing uncertainty, it is necessary to visualize actual results in real time to grasp the whole picture, while at the same time precisely predicting the future. Day 2 considers how to organically link past data and future forecasts.

Day3

#### Picturing the "Desired Data Infrastructure" Exploring the Ideal Data Infrastructure in the Hybrid/Multi-Cloud Era

Among the various IT infrastructure options available, what you choose for your data infrastructure is an important choice that may determine the future direction of your company. We consider the direction of the data infrastructure that should be chosen now, working backward from the ideal future state of the company.

※ Please note that there may be some adjustments of the event theme and section themes.

# CONTENT

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# ITmedia DX Summit

## Timetable

	Day1 Redefining Business with Digital x Data	Day2 Technologies to Visualize Uncertain Times and Predict the Future Exploring the Possibilities of Integrated Decision-Making	Day3 Picturing the “Desired Data Infrastructure” Exploring the Ideal Data Infrastructure in the Hybrid/Multi-Cloud Era	Dedicated zone
13:00 - 13:40	Keynote session 1-1	Keynote session 2-1	Keynote session 3-1	Guest session 4-1
13:50 - 14:20	Sponsored session 1-1	Sponsored session 2-1	Sponsored session 3-1	Sponsored session 4-1
14:30 - 15:00	Sponsored session 1-2	Sponsored session 2-1	Sponsored session 3-2	Sponsored session 4-2
15:10 - 15:50	Keynote session 1-2	Keynote session 2-2	Keynote session 3-2	Guest session 4-2
16:00 - 16:30	Sponsored session 1-3	Sponsored session 2-3	Sponsored session 3-3	Sponsored session 4-3
16:40 - 17:10	Sponsored session 1-4	Sponsored session 2-4	Sponsored session 3-4	Sponsored session 4-4
17:20 - 17:50	Sponsored session 1-5	Sponsored session 2-5	Sponsored session 3-5	▼ Time for each session •Keynote session: 40 min. •Sponsored session: 30 min.

※ The above timetable may change.

# SPONSORED MENU

***ITmedia DX Summit***

## The following 5 sponsorship plans are available.

Special offer  
limited to 2  
companies!

### Diamond

This plan is to set up a dedicated zone for your company consisting of 1 slot for a guest session planned by our editorial team and 2 sessions for your company. Our editorial team asks you about the message you wish to convey, and then provides an outline of the entire zone, suggests potential guest session candidates, and plans the outline of their presentations, making it possible to appeal to an audience with a high interest in your theme.

### Platinum

This plan provides 1 sponsored session and a list of all registrants for the event. You can acquire a wide range of leads, from highly interested readers who viewed your session to registrants of the entire event.

### Gold

This plan provides 1 sponsored session and a list of registrants for the sponsored section.  
This plan allows you to approach attendees who are interested in the theme of the sponsored section.

### All list

This plan provides a list of registrants for the entire event.  
This plan allows you to obtain a high volume of lists even when it is difficult for you to prepare a sponsored session.

### Section list

This plan provides a list of registrants on a section-by-section basis.  
It is possible to obtain a list of visitors who are interested in the theme of a specific sponsored section.



## Sponsored session

30-minute session is available.  
ITmedia provides all the necessary equipment for live-streaming, such as cameras and microphones, so that speakers can simply come to our designated studio on the day of the session.

If it is difficult to come to our office, video data edited to 30 minutes or less can be streamed on the day of the session.



**Diamond**

Guest + 2 sessions

All list

**Platinum**

Section list

**Gold**

## Questionnaire by sponsor

During the session, sponsor can insert their original questionnaire.  
The response format can be any combination of single, multiple, and open-ended responses.



**Diamond**

All list

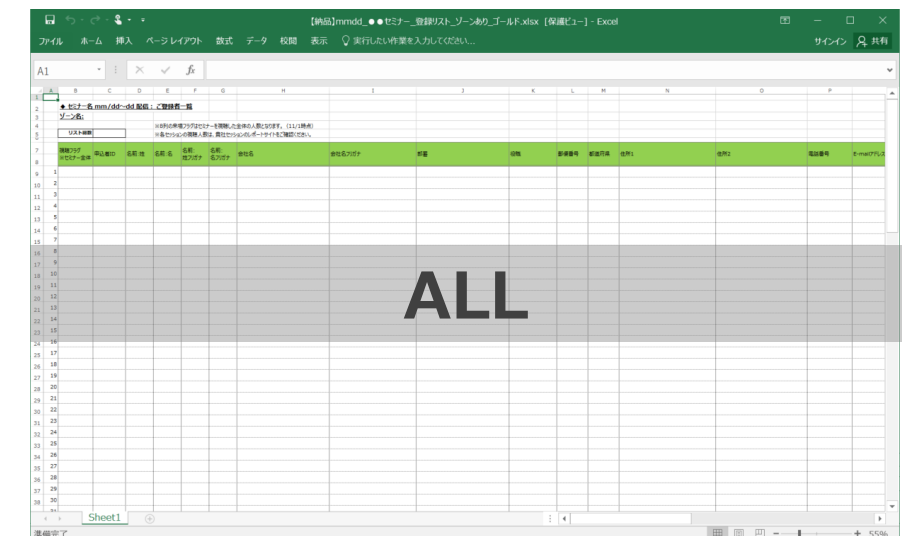
**Platinum**

Section list

**Gold**

## Lead generation (all of the registrants / attendees personal data)

A list of all registrants' business card information, including company name, department name, title, telephone number and e-mail address, is provided.  
The list is delivered in Excel data format via the Report Center system within 3 to 5 business days after the event.



**Diamond**

All list

**Platinum**

Section list

**Gold**

※ All images are visual references.



## Lead generation (registrants/attendees personal data of the sponsored section)

Registrants/attendees personal data of the sponsored section are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. **The Diamond plan** also offers an additional option to **change the list of deliveries to a list of all registrants**.

※ The list of people who check the relevant section as their viewing preference at the time of pre-registration (optional/required to have at least 1 viewing preference at the time of application) is provided.

**Diamond**

Estimated 250 leads

**Platinum**

**Gold**

Estimated 300 leads

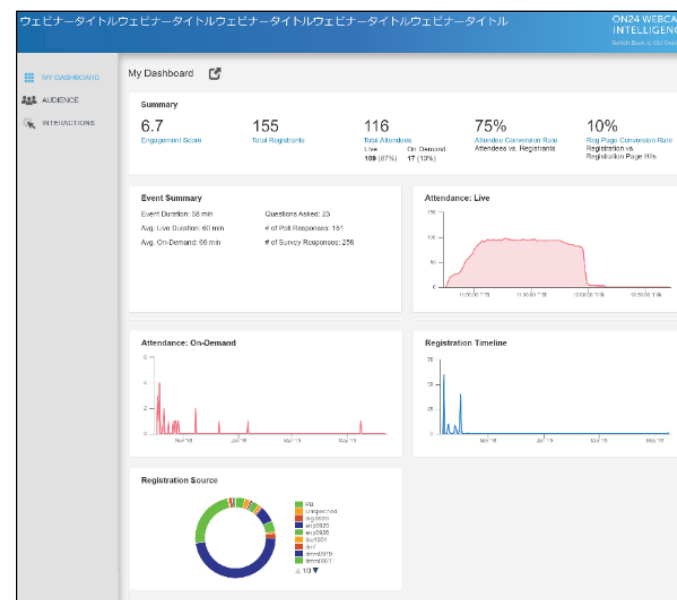
All list

**Section list**

Estimated 300 leads

## Lead generation of your session viewers and provision of online report site of your session

Online report site of your session is provided. Viewers personal data of your session are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.



**Diamond**

**Platinum**

**Gold**

All list

**Section list**

## Sharing the results of pre-questionnaire

When readers apply for the seminar, their positions and product/service selection status are also asked in the application form. These data are provided to the sponsors along with the personal information. These data can be used when sponsors classify the potential customers and make appointments with them. (Pre-questionnaire is configured by ITmedia.)

**Diamond**

**Platinum**

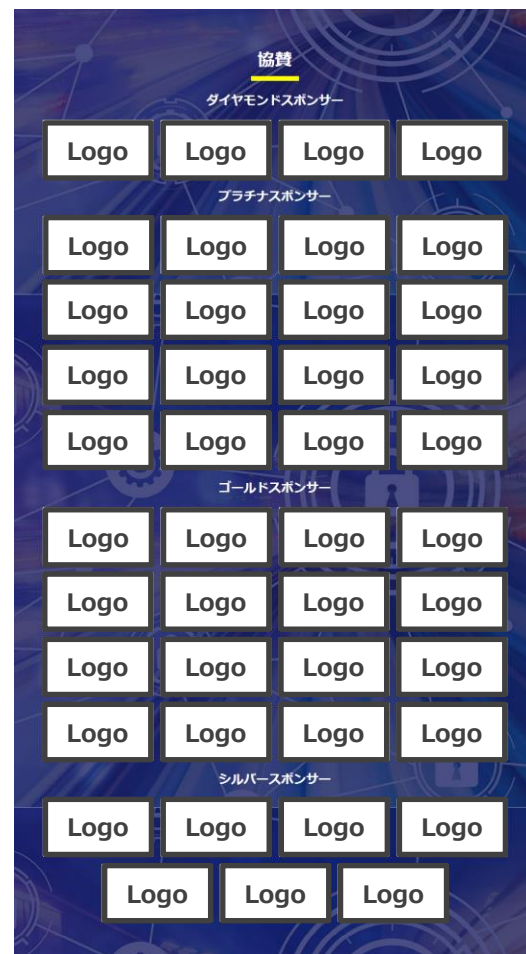
**Gold**

All list

**Section list**

※ All images are visual references.

### Insertion of sponsor company's logo



Sponsor company's names, logos and links are inserted on the seminar announcement page.

Diamond

Platinum

Gold

All list

Section  
list

### Distribution of related materials

In addition to your presentation materials, you can distribute up to 3 handouts to the audience during your session. Please send the PDF files to us and we will set up links to download them. We can also set up external links to your company's webpage.



Diamond

Platinum

Gold

All list

Section  
list

### Event report

Seminar report, including the results of the audience questionnaire by ITmedia, is provided. (These data is provided as aggregate results.)



Diamond

Platinum






























Gold

All list

Section  
list

# ITmedia DX Summit

## Menu List

Sponsorship plans	Diamond (Limited to 2 companies)	Platinum	Gold	All list	Section list
Sponsored session	 (Guest + 2 sessions) Live broadcast + Archive	 Live broadcast + Archive	 Live broadcast + Archive	Not Available	Not Available
Questionnaire by sponsor				Not Available	Not Available
Lead Generation (all of the registrants / attendees personal data) ※Estimated 600	Not Available		Not Available		Not Available
Lead generation (registrants/attendees personal data of the sponsored section)	Estimated 250 ※ Additional option available	Not Available	Estimated 300	Not Available	Estimated 300
Lead generation of your session viewers and provision of online report site of your session				Not Available	Not Available
Sharing the results of pre-questionnaire					
Insertion of sponsor company's logo					
Distribution of related materials				Not Available	Not Available
Event report					
	JPY 4,500,000-	JPY 2,800,000-	JPY 2,000,000-	JPY 1,400,000-	JPY 900,000-

※If the order is provided after the deadline, it is highly possible that the number of leads will not reach the estimated target above.  
※If the number of sponsor companies do not reach 4, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.

( All prices are excluding consumption tax and gross rate. )

# ITmedia DX Summit

Limited to

**Diamond, Platinum, and Gold Plan Sponsors Only!**

## Set menu Traffic driving to an advertorial with behavioral targeting

Based on readers' behavioral data (article browsing history), we identify their "interests" and induce those with high "interests" to your advertorial. By linking readers' behavioral data to external services for extended distributions, you can expand your reader reach by capturing people with the same interests, even if they have never visited ITmedia before.

### Produced advertorial



### Extracted persons who have interests



Traffic driving

### Price

**JPY 1,500,000-**

**Sponsors only!**

List price

~~JPY 1,700,00-~~

### Guaranteed Page views

**5,000 page views**

### Insertion term

Minimum 1 week to maximum 2 months  
(Ends when guaranteed page views are reached.)

### Specs

3,000-4,000 Japanese characters and 2-3 illustrations/photos

### Provided Services

- Production of 1 advertorial
- ※This service is designed to summarize the main points while viewing live/on-demand streaming, recorded data, etc. No additional interviewing is conducted.
- Inserting advertisement to guide readers to the advertorial based on reader behavior data
- Provision of browsing reports (page views, unique browsers, companies, etc.)

### Media

ITmedia Enterprise or ITmedia Executive

- ※The copyright of the produced advertorial belongs to ITmedia and the production staff (writers, photographers, etc.).
- ※If you wish to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.
- ※If the article is to be used in printed materials, a secondary use fee will be charged, so please contact our sales representative if you wish to use it.
- ※Please note that additional fees may be incurred if the advertiser makes large changes to the agreed-upon content after the application has been submitted.

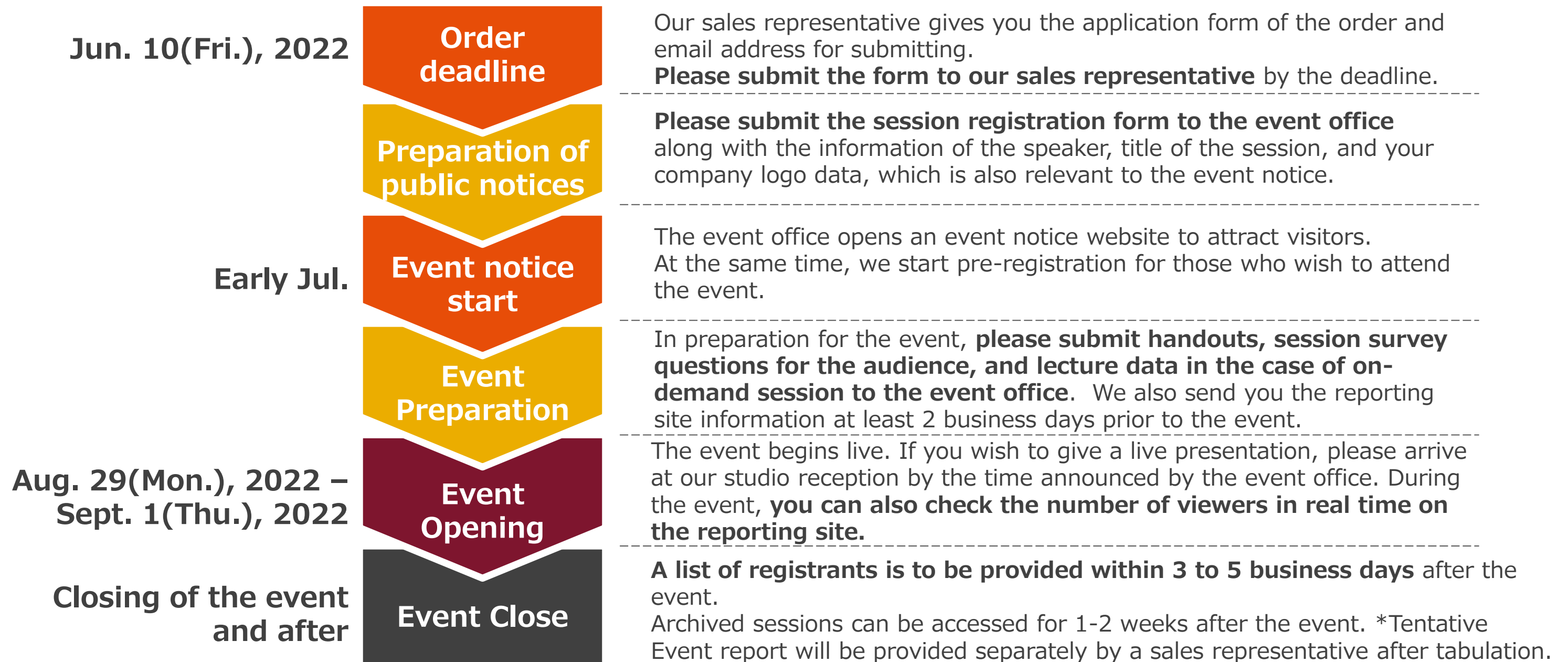
- This service is a plan for extended audience promotion and the use of external media.
- ITmedia will select the most appropriate external media based on the content. (Advertisers cannot specify the media).
- ITmedia will prepare the promotional materials. (Prior confirmation or specification is not possible).
- The promotional advertisement will be stopped as soon as the guaranteed page views are reached, but at least one week insertion will be guaranteed.



# SCHEDULE

***ITmedia DX Summit***

### Flow from Order to the End of the Event



※ The above is a rough schedule. A detailed schedule will be provided after the date is determined.

# APPENDIX

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### Image of Session Screen

#### Speaker information

The speaker's name, title, and photo are displayed along with your company's name.

#### Handout

Handouts for your session viewers can be posted. Up to 3 items can be posted, so please supply the materials you would like to use.

#### Q&A form

If preferred, a Q&A form is available to take questions from viewers.

The screenshot shows the ITmedia Security Week 2021 winter live streaming interface. The top banner includes the event title, 'LIVE Live Streaming' status, and a '視聴無料' (Free to watch) badge. The left sidebar contains the speaker's profile (Riotaro OKADA), a list of handouts, and a '次のセッションへ' (Next Session) button. The central video feed displays the speaker, with a title card showing his name and email. The bottom section features a Q&A form with a text input field and a '送信' (Send) button. The right sidebar contains a questionnaire titled 'セッションアンケート' and promotional text about Amazon gift certificates.

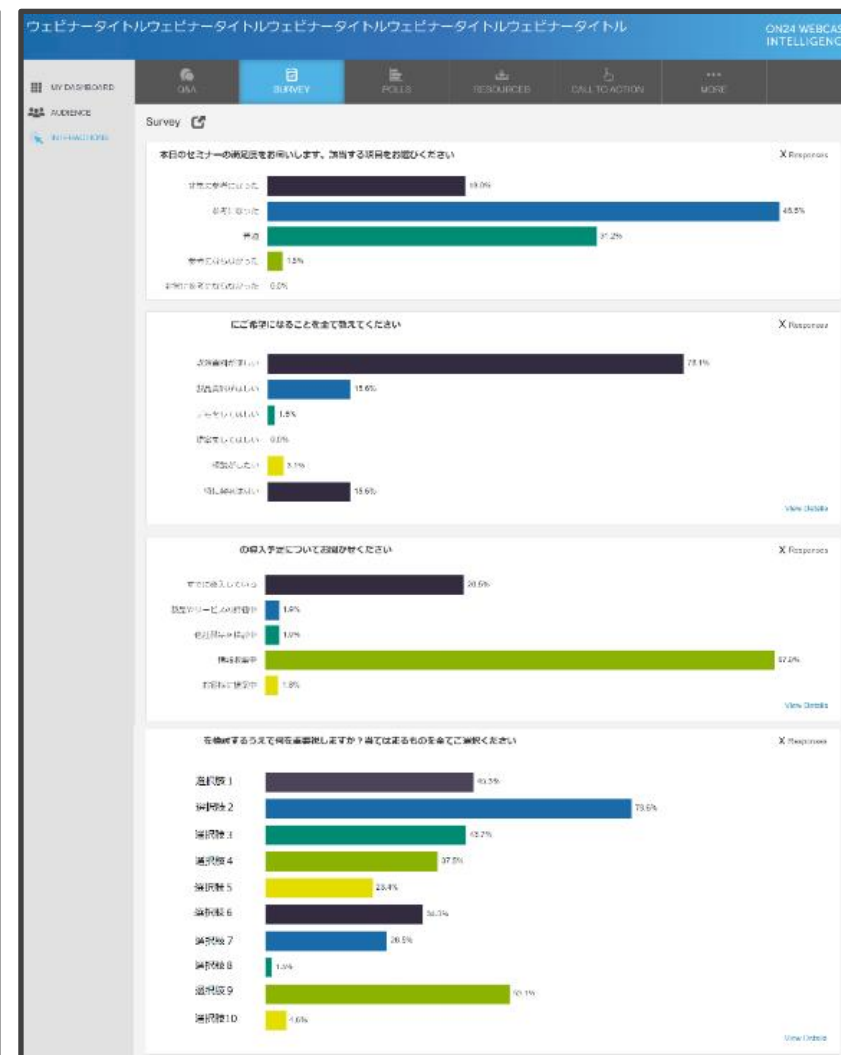
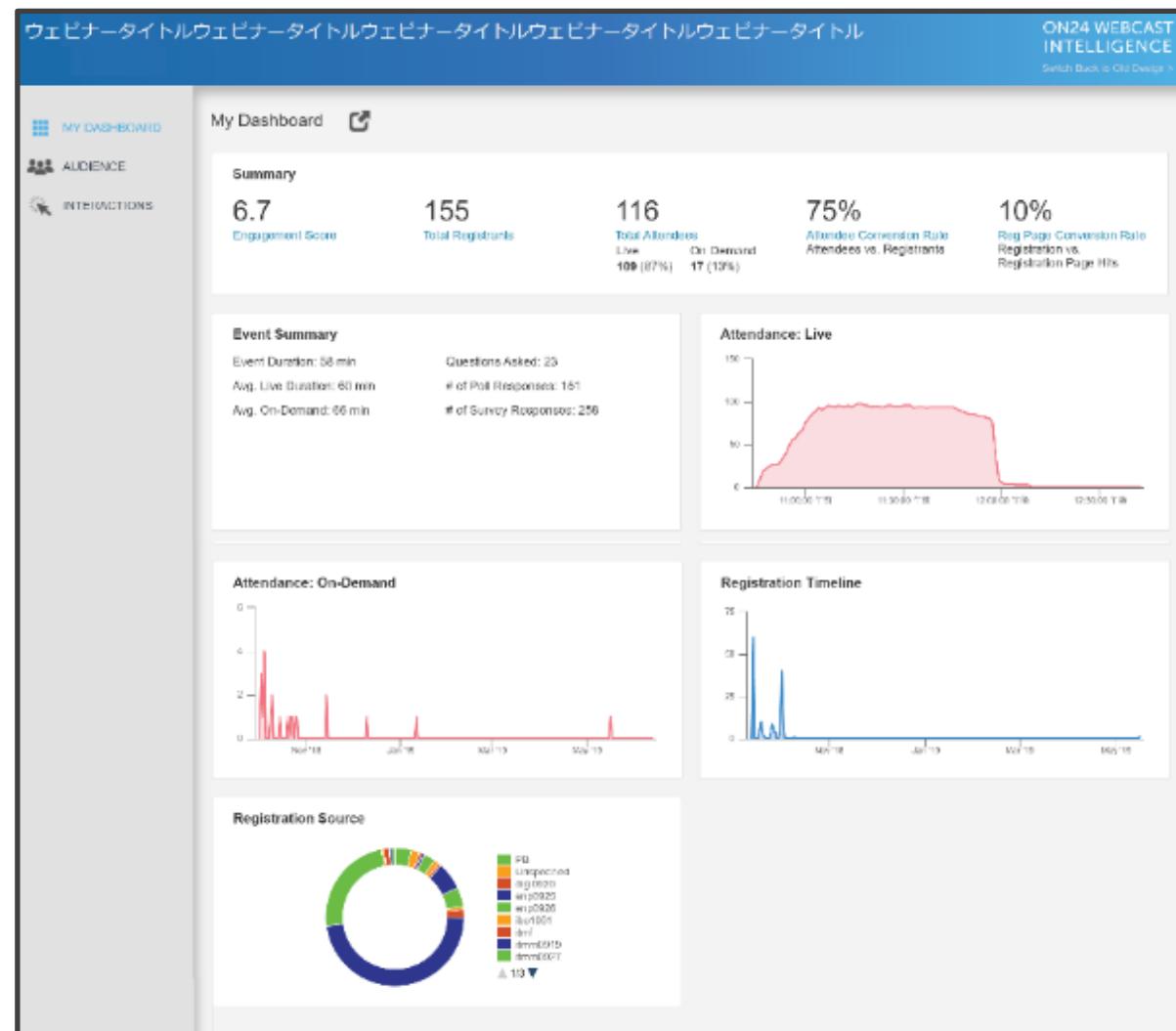
#### Lecture video

Video of your lecture is broadcasted.  
If you have projection materials to be live-streamed, please send them to the event office in advance, and we will adjust the screen configuration in combination with the speaker's.

#### Questionnaire by session sponsor

A survey can also be conducted for the viewers of your session. Up to 9 questions can be set up, so if you wish, please let us know the questions you would like us to post.

Real-time audience trends of your sessions can be checked on the event report site.



### Items included in the online report

- ✓ Audience profile
  - Registered items
    - Name
    - Job title
    - Company
    - Employee size
    - Business industry
    - Job function
  - OS
  - Browser
- ✓ Number of viewers of the session
- ✓ Changes in the number of viewers
- ✓ Average viewing time
- ✓ Activity history including Q&A, document downloads, etc.

# ITmedia DX Summit

## Notes

### Cancellation fee

Cancellation after receipt of the application form or after the start of the event office guidance will incur the following cancellation fees. Please understand this in advance.

- Up to 41 days prior to the event: 50%
- Within 40 days of the event: 100%

### Consumption tax

Consumption tax is charged separately.

### Risks associated with online seminar streaming

Live streaming always involves risks. Please be aware of the risks below and the measures we have taken to prevent them.

#### ● **Risk 1: Trouble with Internet connection and Internet service providers**

Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

#### ● **Risk 2: Failure in live streaming platform (Nex-Pro)**

Nex-Pro is equipped with a mechanism to deliver high-definition video and audio, and by storing a buffer during delivery, it reduces the phenomenon of video and audio interruptions due to the user environment.

The system is redundant so that backup delivery is always available as a countermeasure against failures, but in the unlikely event that the delivery platform fails, an apology for the suspension of delivery will be sent to viewers via e-mail, and they will be guided to the on-demand version at a later date.

#### ● **Risk 3: Power failure**

Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

#### ● **Risk 4: Equipment failure**

Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

#### ● **Risk 5: Failure on the viewing side**

A single (10% or less) viewing failure relative to the total number of views is likely to be caused by the viewer's environment, and will be handled individually in response to inquiries.

If similar symptoms are seen in units of 10 (reported on site), we will announce an apology for suspension of streaming and provide an on-demand version at a later date.



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